

CONSUMER & PROVIDER ENGAGEMENT COMMITTEE

An Update to the HIIAB

4.30.2008

Consumer & Provider Engagement Committee



- Our current focus
 - ▣ Establish communications materials
 - ▣ Create a Web presence
 - ▣ Create opportunities to learn from consumers
 - ▣ Establish ways to educate and engage consumers
- AccessMyHealth.org
 - ▣ A name that is inclusive (consumers, physicians, patients, etc.)
 - ▣ Easy to remember
 - ▣ Helping consumers play catch up
 - ▣ Descriptive

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□ Positioning for future success

▣ CPEC's current vision for outreach:

- Gather consumers
- Educate consumers
- Engage consumers

▣ CPEC's prospective vision:

- Help consumers become knowledgeable partners / advocates
- Ombudsman role: provide unbiased / impartial information
- Education role: teach the benefits of informed patients partnering with doctors
- Survey consumer users of the pilot participants
- Be the magnet for about online health records in WA
- Provide voluntary certification / seal of approval

Speaking to inform. Listening to learn.

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- Positioning for future success (continued)
 - ▣ Engaging the physician community
 - Highlight successes of pilot projects
 - Surveys of doctors using results of patient / consumer surveys
 - Road shows
 - More than just creating an informed patient populace?
 - What about clinical connectivity?

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□ Words ARE Important

Preferred Terms	Terms to Avoid
Patient, family	Consumer, chronically ill, children with special needs
Washingtonian	Citizen, resident
Online personalized health record Online health record Online record	PHR Personal Health Record Health Record Bank HRB EMR EHR
Doctor	Physician Provider Healthcare provider Nurse practitioner PA Pediatrician
Copy of information Copy of health care information	Medical record
Test	Pilot test
Maximize time with your doctor Make great use of time patients spend with their doctors	Making visit with your doctor more efficient and effective
Safely stored	Private, secure and confidential
Manage Share	Control (as in “patient-controlled”)

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□ Project Naming: AccessMyHealth.org

□ Project Materials: Key Messages
(only for internal purposes)

Fact Sheet

(for distribution to organizations and organizational use)

Tactical Materials for Use

E-mail templates (for adaptation)

Proposed Quotes/Testimonials (to prime the pump)

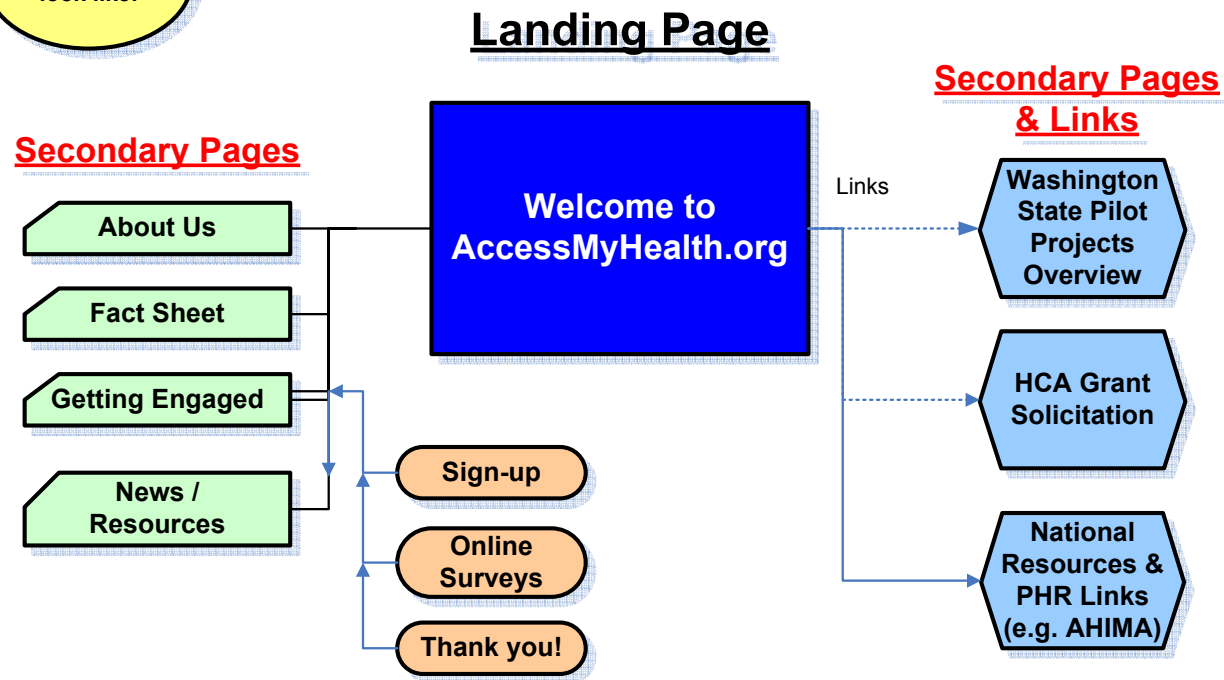
Basic promotional/news articles

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Participant Web Experience

Tuesday, April 29, 2008

What this might look like:



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□ Current Timing:

Written Materials Finalized	May 5
Grant Announcement News Release	May 12
Website Landing Page	May 15
Surveys Begin	May 15
Ongoing Outreach & Research	May 15 – August 31

□ Future Timing

Ongoing Outreach & Research	September – November 2008
Preliminary Survey Results	June 30 / August 30 / October 30
Report to HIIAB	November 2008
Public Report	December 2008 / January 2009
Pilot Project User Surveys	February – July 2009
Pilot Project Results Report	July 2009

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□ Initial Set of Three Surveys

1. Education, segmenting, surveying
2. A balance of education and surveying
3. More depth and specifics (explore potential features / benefits, what do Washingtonians need to act?)

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□ Next Steps:

▣ Survey promotion

- “Earned” media
- “Paid” media being considered
- Email distribution
- Organization engagement / participation

▣ Educate and Inform “Audiences”

- Consumers
- Providers – What we’re Hearing from Consumers
- Grant recipients
- Opinion leaders / public policy experts – state and national
- Regulatory and Legislative Leadership

Discussion for *Moving Forward*